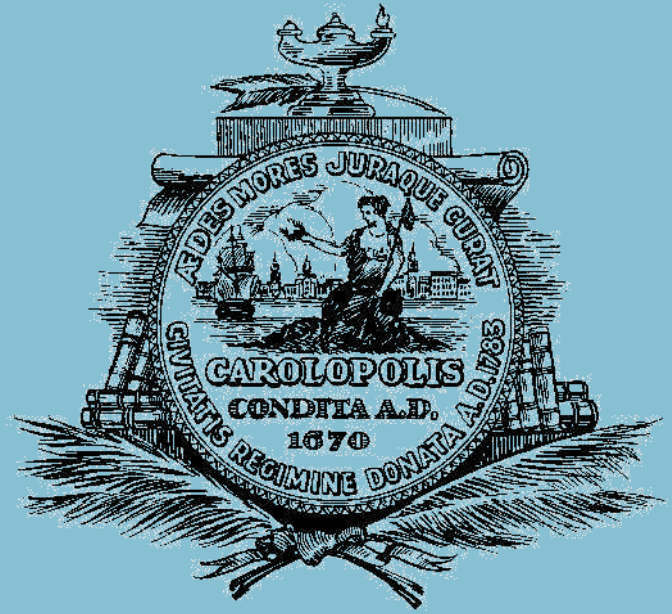
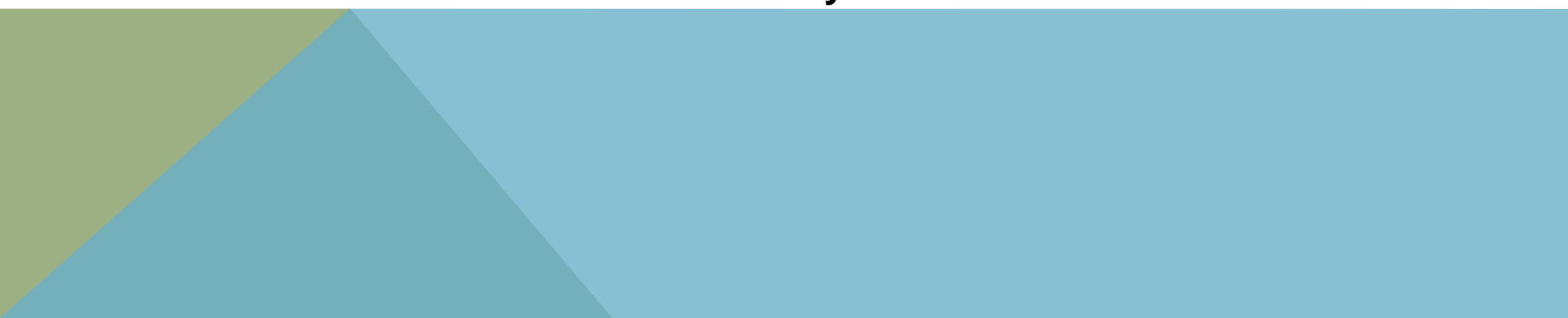


# **CITY OF CHARLESTON STATE ACCOMMODATIONS TAX AND COMMUNITY ASSISTANCE GRANT PROGRAM**

**PRE-APPLICATION WORKSHOP  
CHARLESTON COUNTY LIBRARY**



# **AGENDA**

- 1. Welcome and Introduction**
  - 2. General Overview of Grant Programs**
  - 3. Eligibility**
  - 4. Application Instructions**
  - 5. Community Assistance**
  - 6. Accommodations Tax**
  - 7. General Overview of Web Analytics**
- 
- The bottom of the slide features a decorative design with overlapping geometric shapes. On the left, there is a green triangle pointing towards the center. To its right is a larger blue triangle pointing towards the right edge. The background of the bottom section is a solid light blue color.

# WELCOME AND INTRODUCTION

- City of Charleston
- Workshop Facilitator –  
Kathy Mercer,

Budget and Management Director



# OVERVIEW OF GRANT PROGRAMS

- Community Assistance

- *Cherrie-Ann Caton, Grants Compliance Manager*

- State Accommodations Tax

- *Kathy Mercer, Budget & Management Director*


# ELIGIBLE ORGANIZATIONS

- **Must be a non-profit**
  - 501(c)(3) charitable organization
  - church/religious organization
  - government entity
  - other-not common
- **Individuals or for-profit businesses are not eligible**

# SC SECRETARY OF STATE'S DIVISION OF PUBLIC CHARITIES

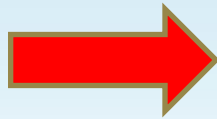
- ❖ Website – [www.scsos.com](http://www.scsos.com)
  - ❖ “Solicitation of Charitable Funds Act”
  - ❖ File an annual registration
  - ❖ Also file annual financial report
- 

# WHO:

- ❖ All Charitable organizations that solicit contributions or have contributions solicited on their behalf in SC unless they fall under one of the statutory exemptions
  - ❖ \$50 filing fee
  - ❖ Exempt organizations must file Application for Exemption annually - no filing fee
- 

# SC SECRETARY OF STATE WEBSITE

## Website – www.scsos.com



Screenshot of the South Carolina Secretary of State website (www.scsos.com) displayed in a web browser window.

The browser window shows the address bar with <http://www.scsos.com/> and the page title "South Carolina Secretary of ...".


The website header features a blue background with the text "South Carolina Secretary of State Mark Hammond" and the state seal.

The main content area is divided into three columns:

- Left Column (Navigation Menu):** A vertical list of links including "From the Secretary's Desk", "Online Services", "Business Filings", "Public Charities", "Raffles", "Notaries and Apostilles", "Trademarks", "Cable Franchise Authority", "Service of Process", "Boards and Commissions", "Municipalities", "Consumer Information", "Forms and Fees", "Contact & Feedback", "Site Survey", and a footer section with "Home", "Making Improvements", "Driving Directions", "Site Map", and "Terms & Conditions".
- Middle Column (Welcome and News):**
  - Welcome to the Secretary of State's Office:** A welcome message from Mark Hammond, stating the goal is to provide easy access to information from home or office.
  - Mark Hammond:** A signature and photo of the Secretary of State.
  - DGAA:** A logo for the Digital Government Award.
  - SC Secretary of State's UCC Online wins National Award:** A headline about the UCC Online service.
  - News and Important Notices:** A section with three news items:
    - [Secretary of State Offers Free Notary Public Seminars Across South Carolina - 6/19/2015](#)
    - [FTC, 50 States, D.C. Charge 4 Sham Charities With Bilking More Than \\$187 Million From Consumers - 5/19/2015](#)
    - [SC Legislature Ratifies Constitutional Amendment Legalizing Raffles - 3/5/2015](#)
  - [Secretary Hammond Releases Second Annual Report on the High Growth Small Business Job Creation Act - 2/2/2015](#)
- Right Column (Search and Links):**
  - Site Search:** A search bar with a "SEARCH" button.
  - Featured Links:** A list of search links: "Corporation Search", "UCC Search", "Charity Search", "Notary Search", and "Boards & Commissions Search".
  - UCC Online:** A button for "Filing, Search and Document Retrieval".
  - Charities! Raffles! Professional Fundraisers! File Online Here:** A red button.
  - High Growth Small Business Job Creation Act:** A button.
  - SC.GOV:** A logo for the official website of the State of South Carolina.
  - SC Business One Stop:** A logo.



# **APPLICATION INSTRUCTIONS**

- **Web Address**
  - **Financial Information**
  - **Reporting Process**
  - **Tips and Guidelines**
- 

# CITY OF CHARLESTON

☐ **Web address –**

[www.charleston-sc.gov](http://www.charleston-sc.gov)

# CASAT GRANT APPLICATION

Browser window showing the City of Charleston website (http://www.charleston-sc.gov/).

Navigation bar: +myConnections: Engage your community - connect to news, events and information you care about. [View more information...](#) Sign In

Header image: Charleston SOUTH CAROLINA

Left sidebar menu:

- Search
- Employment
- Agendas & Minutes
- BidLine
- Municode
- GIS & Interactive Maps
- Visitors

Center content area:

- Customer Comment Card
- Report A Concern
- Recreation Online
- Notify Me

News Flash:

**A letter to the Charleston Community from Mayor Joe Riley**  
Dear Citizens of the Charleston Community: On the evening of June 17, 2015, we were all heartbroken by the tragic news that nine dedicated church members had been shot while in a prayer meeting at Mother Emanuel AME Church on Calhoun Street. [Read on...](#)

**Donations For The Mother Emanuel Church**  
For those who want to respond to the tragic event that occurred on June 17th at the Mother Emanuel Church, we ask donors to give in one of two ways [Additional Info...](#)

[VIEW ALL](#)

Mayor's Welcome: Hello, I'm Mayor Joe Riley. Welcome to the City of Charleston, South Carolina's website. [Read More](#)

Footer:

THE CITY OF CHARLESTON, SC  
80 Broad Street  
Charleston, SC 29401-0304

QUICK LINKS  
[Home](#) [FAQs](#)  
[News](#) [Calendar](#)

USING THIS SITE  
[Translate Page](#) [Site Map](#) [Copyright Notices](#)  
[Mobile Site](#) [Accessibility](#) [Powered by CivicPlus](#)

Bottom bar: <http://www.charleston-sc.gov/CivicAlerts.aspx?AID=257> Select Language 4:07 PM 7/7/2015

# 2016 COMMUNITY ASSISTANCE & ACCOMMODATIONS TAX GRANT APPLICATIONS

The screenshot shows the City of Charleston website with a news flash titled "City of Charleston Website Newsflash". The page features a blue sidebar with navigation links such as "Employment", "Agendas & Minutes", "BidLine", "Municode", "GIS & Interactive Maps", and "Visitors". The main content area displays several news items, with the most recent one, dated July 7, 2015, titled "State Accommodations Tax and Community Assistance Funding Application". This article is circled in red and mentions that non-profit organizations and public agencies can apply for grants for the 2016 calendar year. The website's header includes the "Charleston SOUTH CAROLINA" logo and a navigation bar with links like "myConnections" and "Sign In". The browser's address bar shows the URL "http://www.charleston-sc.gov/CivicAlerts.aspx?NID=1&FID=225".

http://www.charleston-sc.gov/CivicAlerts.aspx?NID=1&FID=225

City of Charleston Employee... Charleston, SC - Official We...

File Edit View Favorites Tools Help

Page Safety Tools

+myConnections: Engage your community - connect to news, events and information you care about. [View more information...](#) Sign In

Charleston SOUTH CAROLINA

You are here: [Home](#) > News Flash

City of Charleston Website Newsflash 5 Stories

Posted on: July 6, 2015

**A letter to the Charleston Community from Mayor Joe Riley**

Dear Citizens of the Charleston Community:

On the evening of June 17, 2015, we were all heartbroken by the tragic news that nine dedicated church members had been shot while in a prayer meeting at Mother Emanuel AME... [Read on...](#)

Posted on: June 19, 2015

**Donations For The Mother Emanuel Church**

For those who want to respond to the tragic event that occurred on June 17th at the Mother Emanuel Church, we ask donors to give in one of two ways

[Additional Info...](#)

Posted on: July 2, 2015

**Donors Announce Reverend Pinckney Scholarship Fund**

The tragedy of the shooting at the Mother Emanuel African Methodist Episcopal (AME) Church in Charleston, SC, has brought forth the best of generosity in the wake of a crisis. Each instance of a gift has been inspiring... [Read on...](#)

[View Archived Press Release](#)

Posted on: July 7, 2015

**State Accommodations Tax and Community Assistance Funding Application**

Non-Profit Organizations and Public Agencies desiring to apply for grants for calendar year 2016 from the City of Charleston funded by **State Accommodations Tax Revenues & Community Assistance Funding** can... [Read on...](#)

[Additional Info...](#)

Search

Tools

RSS

Notify Me


Categories

- All Categories
- Recent News
- City of Charleston Website Newsflash

# INSTRUCTIONS

- ❖ **Section II Financial information must be completed on the form. An attached financial statement or budget will not be accepted.**

# INSTRUCTIONS

- **All applications must be received (not postmarked) by 3pm on August 20, 2015.**
  - **No faxed or emailed applications will be accepted.**
  - **Complete all questions using 11pt font or larger. Use only the space provided on the application form.**
- 

# INSTRUCTIONS

**Before submitting your application, please verify that you have included**

- Your IRS letter (if applicable)
- a list of officers, staff, board members
- A copy of your confirmation letter of registration from the SC Secretary of State's Division of Public Charities
- The completed application with **ALL REQUIRED SIGNATURES.**
- No other attachments will be accepted.

# INSTRUCTIONS

- ❖ This application is available on the City's website. You may also request a digital copy by emailing Angie Lucarelli at [lucarellia@charleston-sc.gov](mailto:lucarellia@charleston-sc.gov) or phone (843)579-7529



# THINGS TO CONSIDER

## ➤ **BE REALISTIC –**

- Is your budget consistent with the proposed activities?
- What % of budget are you requesting from City?
- Do you have the manpower and time to develop a solid reasonable proposal?

## ➤ **Have you included EVERYTHING requested by the funding agency**

- (Have you followed the directions?)

# THINGS TO REMEMBER

## ☐ **We consider:**

- ☐ Sustainability of your program/organization (plans for future funding)
- ☐ Relevant importance of program to our community and city
- ☐ Desirability of helping new groups and/or new projects get established

☐ **If you are a grant recipient, you will be required to submit interim and final program and financial reports.**

## **THINGS TO REMEMBER**

**IT IS IMPORTANT THAT INTERIM AND  
FINAL REPORTS BE COMPLETED  
ON TIME.**


- ❖ Information from these reports may be used to help determine your future eligibility for funding.

# **INTERIM AND FINAL REPORTS**

## Frequently Asked Questions



## AND FINALLY...

- ❖ Follow established accounting procedures in managing your agency's funds – keep all receipts, invoices and other financial records
  - ❖ City's Internal Auditor will perform random audits of agencies receiving grants
  - ❖ These awards are made with public funds and with that rests the need for responsible stewardship of those funds. **Accountability is essential.**
- 

# **BUDGET PROCESS**

<b>Jul 31</b>	<b>Interim Reports due from 2015 recipients</b>
<b>Aug 20</b>	<b>Applications due by 3pm</b>
<b>Sept 14 –Oct 12</b>	<b>Internal processing &amp; review of applications</b>
<b>Oct - TBD</b>	<b>Budget discussions begin with Mayor</b>
<b>Oct 27</b>	<b>Public Hearing on Budget</b>
<b>Nov-TBD</b>	<b>Accommodations Tax Advisory Committee Meeting</b>
<b>Nov-TBD</b>	<b>Presentation of budget to City Council</b>
<b>Dec 1</b>	<b>First reading of Budget Ordinances (&amp; Atax Budget)</b>
<b>Dec 15</b>	<b>Second &amp; third Readings of Budget Ordinances</b>

# **IMPORTANT DATES - 2016**

**Jan                      Grant Award Notification Letters sent**

**Jan                      Community Assistance award checks  
mailed**

**Feb 26                  Final reports due from 2015 recipients**

2/15, 5/15,  
8/15, 11/15              Approximate issue dates of  
Accommodations Tax Award  
Checks

# **SUBMITTAL INSTRUCTIONS**

- ❑ One original and seven (7) copies of the application should be mailed or delivered to:

**City of Charleston**  
**Attn. Grants Committee**  
**116 Meeting Street**  
**P.O. Box 304**  
**Charleston, SC 29402**





# COMMUNITY ASSISTANCE GRANT APPLICATION



# **COMMUNITY ASSISTANCE GRANTS**


- ☐ **Purpose – assist tax-exempt organizations that provide beneficial services for the Charleston Community**
  
- ☐ **Types of organizations supported – those providing services in the areas of**
  - education
  - health and human needs
  - community development
  - the environment
  - public safety

# COMMUNITY ASSISTANCE GRANTS

## □ Who decides –

- Applications are received and reviewed by staff as part of the City's annual budget process conducted thru the CFO's office.
- The proposed awards are included in the Mayor's budget and presented to City Council for its consideration.

# **COMMUNITY ASSISTANCE GRANTS**

- ❑ Funding – grants are paid directly from the City's General Fund**
  - ❑ Funding – in 2015, a total of approx. \$473,000 was allocated to 32 organizations or projects**
- 

# BUDGET BREAKDOWN:

PLEASE COMPLETE THE FOLLOWING BUDGET BREAKDOWN SECTIONS ON THESE PAGES (NO ATTACHMENTS.) You may get these figures from your most recently submitted IRS Form 990, or you may simply use your overall operating budget.

## CONTRIBUTIONS, GIFTS, GRANTS & OTHER SIMILAR AMOUNTS

SOURCE	FY 2013	FY 2014	FY 2015
<b>Government Grants</b>			
Municipal	\$	\$	\$
County	\$	\$	\$
State	\$	\$	\$
Federal	\$	\$	\$
<b>Foundation Grants</b>	\$	\$	\$
<b>Contributions/Federated Campaigns</b>	\$	\$	\$
<b>Membership dues</b>	\$	\$	\$
<b>Fundraising events</b>	\$	\$	\$
<b>TOTAL CONTRIBUTED INCOME</b>	\$	\$	\$

## PROGRAM SERVICE REVENUE

SOURCE	FY 2013	FY 2014	FY 2015
<b>Fees / Sold Services</b>			
Services	\$	\$	\$
Tuition / Fees	\$	\$	\$
Workshops, Seminars, Lectures, etc.	\$	\$	\$
Other (specify)	\$	\$	\$
Other (specify)	\$	\$	\$
<b>TOTAL PROGRAM SERVICES REVENUE</b>	\$	\$	\$

## OTHER REVENUE

SOURCE	FY 2013	FY 2014	FY 2015
<b>Publications (Newsletters, etc.)</b>	\$	\$	\$
<b>Concessions and/or Merchandise</b>	\$	\$	\$
<b>Advertising</b>	\$	\$	\$
<b>Space Rental Fees</b>	\$	\$	\$
Other (specify)	\$	\$	\$
Other (specify)	\$	\$	\$
<b>TOTAL EARNED INCOME</b>	\$	\$	\$

<b>TOTAL COMBINED INCOME (1+2+3)</b>	\$	\$	\$
--------------------------------------	----	----	----

# STATE ACCOMMODATIONS TAX GRANT PROGRAM



# PURPOSE OF ACCOMMODATIONS TAX GRANTS

- ❖ These grants are provided through revenue received by the City of Charleston for its share of the 2% lodging tax levied by the State of South Carolina. These funds are awarded to Non-Profit Organizations and can only be used for activities related to tourism.

# **ADDITIONAL GUIDELINES AND INSTRUCTIONS FOR A-TAX APPLICATION**

**Web address –**

[www.charleston-sc.gov](http://www.charleston-sc.gov)





# ADDITIONAL GUIDELINES AND INSTRUCTIONS FOR A-TAX APPLICATION

The screenshot shows the City of Charleston website. The header includes the URL <http://www.charleston-sc.gov/> and navigation links like "myConnections: Engage your community - connect to news, events and information you care about." and "Sign in". The main content area features a large banner with the "Charleston SOUTH CAROLINA" logo. Below the banner, there are several sections: a search bar, a sidebar with links to "Employment", "Agendas & Minutes", "BidLine", "Municode", "GIS & Interactive Maps", and "Visitors"; a "NEWS FLASH" section with a "VIEW ALL" button circled in red; a "CALENDAR" section; and a "Mayor's Welcome" section with a photo of Mayor Joe Riley. The footer contains contact information for the City of Charleston, SC, and links to "QUICK LINKS" and "USING THIS SITE".

Search

Employment

Agendas & Minutes

BidLine

Municode

GIS & Interactive Maps

Visitors

**CUSTOMER COMMENT CARD**

**REPORT A CONCERN**

**RECREATION ONLINE**

**NOTIFY ME**

**NEWS FLASH**

**CALENDAR**

**A letter to the Charleston Community from Mayor Joe Riley**

Dear Citizens of the Charleston Community: On the evening of June 17, 2015, we were all heartbroken by the tragic news that nine dedicated church members had been shot while in a prayer meeting at Mother Emanuel AME Church on Calhoun Street. [Read on...](#)

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**VIEW ALL**

**Mayor's Welcome**

Hello, I'm Mayor Joe Riley. Welcome to the City of Charleston, South Carolina's website. [Read More](#)

**THE CITY OF CHARLESTON, SC**

80 Broad Street  
Charleston, SC 29401-0304

**QUICK LINKS**

Home

News

FAQs

Calendar

**USING THIS SITE**

Translate Page

Mobile Site

Site Map

Accessibility

Copyright Notices

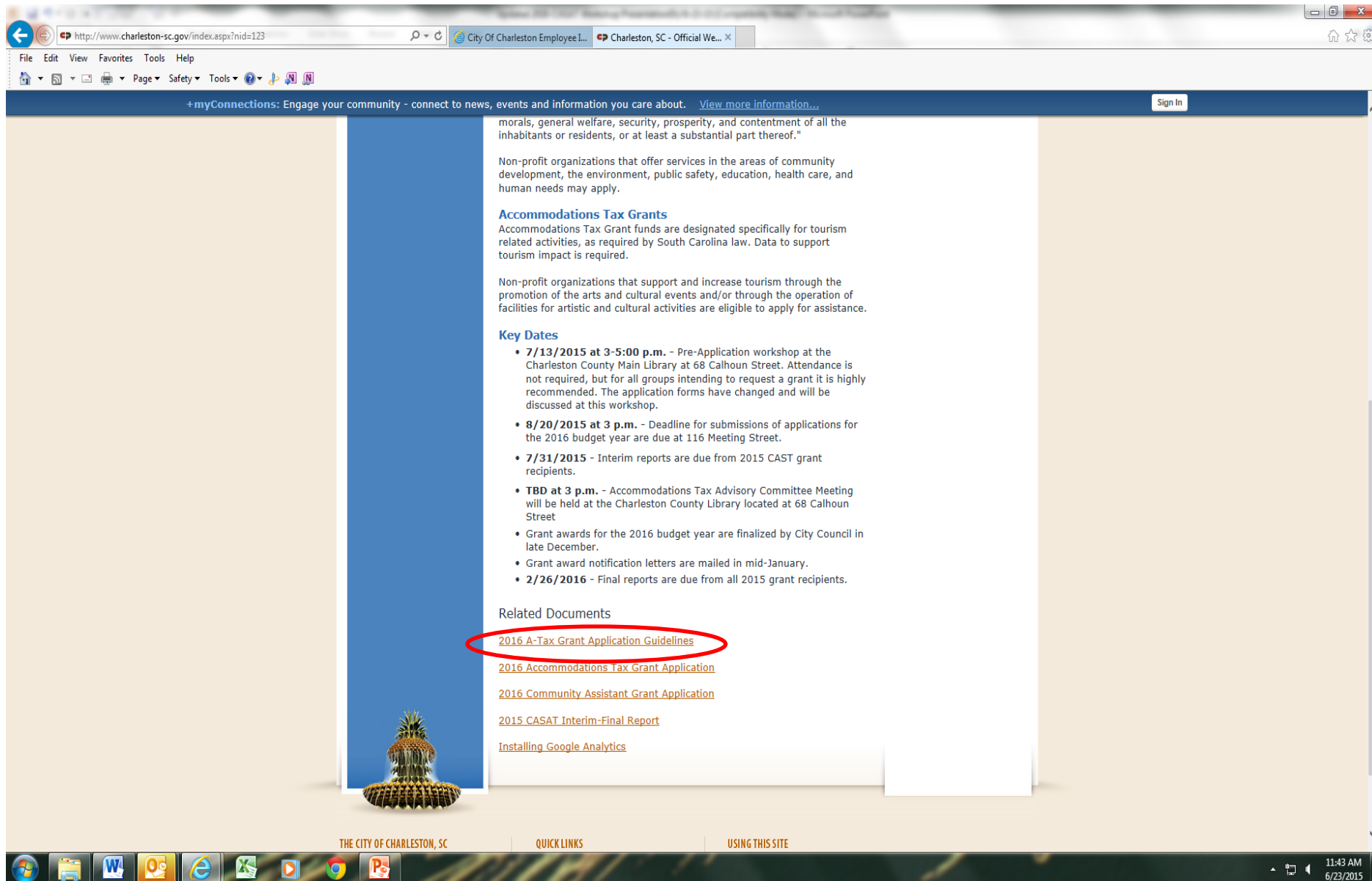
Powered by CivicPlus

<http://www.charleston-sc.gov/CivicAlerts.aspx?AID=257>

Select Language

4:07 PM  
7/7/2015

# 2016 A-TAX GUIDELINES AND INSTRUCTIONS



http://www.charleston-sc.gov/index.aspx?nid=123

City Of Charleston Employee L... Charleston, SC - Official We...

File Edit View Favorites Tools Help

+myConnections: Engage your community - connect to news, events and information you care about. [View more information...](#) [Sign In](#)

morals, general welfare, security, prosperity, and contentment of all the inhabitants or residents, or at least a substantial part thereof."

Non-profit organizations that offer services in the areas of community development, the environment, public safety, education, health care, and human needs may apply.

**Accommodations Tax Grants**

Accommodations Tax Grant funds are designated specifically for tourism related activities, as required by South Carolina law. Data to support tourism impact is required.

Non-profit organizations that support and increase tourism through the promotion of the arts and cultural events and/or through the operation of facilities for artistic and cultural activities are eligible to apply for assistance.

**Key Dates**

- **7/13/2015 at 3-5:00 p.m.** - Pre-Application workshop at the Charleston County Main Library at 68 Calhoun Street. Attendance is not required, but for all groups intending to request a grant it is highly recommended. The application forms have changed and will be discussed at this workshop.
- **8/20/2015 at 3 p.m.** - Deadline for submissions of applications for the 2016 budget year are due at 116 Meeting Street.
- **7/31/2015** - Interim reports are due from 2015 CAST grant recipients.
- **TBD at 3 p.m.** - Accommodations Tax Advisory Committee Meeting will be held at the Charleston County Library located at 68 Calhoun Street
- Grant awards for the 2016 budget year are finalized by City Council in late December.
- Grant award notification letters are mailed in mid-January.
- **2/26/2016** - Final reports are due from all 2015 grant recipients.


**Related Documents**

- [2016 A-Tax Grant Application Guidelines](#)
- [2016 Accommodations Tax Grant Application](#)
- [2016 Community Assistant Grant Application](#)
- [2015 CASAT Interim-Final Report](#)
- [Installing Google Analytics](#)

THE CITY OF CHARLESTON, SC QUICK LINKS USING THIS SITE

11:43 AM 6/23/2015

# ACTIVITIES RELATED TO TOURISM INCLUDE

- A. advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity
  - B. promotion of the arts and cultural events
  - C. construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities
- 

# **STATE OF SC TOURISM EXPENDITURE REVIEW COMMITTEE**

- ❖ **Authorized by Accommodations Tax Statute**

- ❖ **Oversight of Spending of A-Tax Funds**

- ❖ **City must file a report annually**

- ❖ **Website: [www.atax.sc.gov](http://www.atax.sc.gov)**

# INTERPRETATION OF “TOURISM RELATED EXPENDITURES”

- ❑ tourism is defined in the state law as the activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.
- ❑ “home community” - commonly accepted definition of travel as being 50 miles or more, one way, from the traveler’ s origin or home.
- ❑ in addition to considering the 50 mile test, takes into consideration the following guiding principles:
  - The expenditure must be used to attract or provide for tourists.
  - The expenditure cannot be used for an item that would normally be provided by the county or municipality.

# APPLICATION INSTRUCTIONS

- ☐ SECTION III – FUNDING REQUEST FOR BUDGET YEAR 2016
- ☐ Funding request for 2016 has been expanded and is designed to categorize requests based on the eligible expenditures outlined in state statute.
- ☐ Requests in multiple categories in the same application are permitted. Please be specific in your request.
- ☐ Ideally your request should fall into categories A, B or C to be clearly tourism-related.
- ☐ Requests in categories D or E must contain a clear link to tourism and adequate information to document the tourism link.

**SECTION III:****FUNDING REQUEST FOR BUDGET YEAR 2016**

Please detail how the funds requested from the City of Charleston will be spent:

<b>OPERATING</b>	<b>FY 2016 AMOUNT</b>
<b>A. Advertising or promotion related to tourism development (Check all that apply)</b> <input type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspapers <input type="checkbox"/> Websites <input type="checkbox"/> Magazines <input type="checkbox"/> Rack Cards <input type="checkbox"/> Billboards <input type="checkbox"/> Mailings (Out of County) <input type="checkbox"/> Visitor's Guide <input type="checkbox"/> Other (Specify)	\$
<b>B. Maintenance or operation of tourist-related building or facility (Specify)</b>	\$
<b>CAPITAL</b>	
<b>C. Construction of tourist-related building or facility (specify)</b> <div>Construction Period                      From:                      To:</div>	\$
<b>D. Equipment (specify)</b>	\$
<b>OTHER</b>	
<b>E. Other (specify)</b>	\$
	\$
<b>TOTAL REQUEST</b>	\$



NOTE: Personnel salaries are NOT eligible for Accommodations Tax Funding

## SECTION IV- TOURISM IMPACT

- ❑ Tourism related justification and impact must be provided and documented. This section is specifically geared to provide documentation as outlined in the TERC interpretive policies and guidelines.



B. Please provide the following financial and demographic information:

	Previous Year 2014	Current Year 2015
Total budget of event/project	\$	\$
Amount funded by A-Tax – City	\$	\$
Amount Funded by A-Tax – All sources	\$	\$
Total Attendance		
Total number of tourists (non-residents)		

C. What method did you use to calculate the total attendance and the total number of tourists that were non-residents in item B above? Please provide specific examples.

This section is limited to 880 characters including spaces, which is approximately 125 words

D. Describe how the 2016 program will be evaluated. Include methods of measuring tourism impact, and the data collection methods.

This box is limited to 1400 characters including spaces, which is approximately 200 words.

Page 6, question B

	Event A	Event B	Event C	Event D
Total Budget of event/project	\$ 100,000.00	\$ 100,000.00	\$ 2,000,000.00	\$ 25,000.00
Amount funded by A-Tax - City	\$ 10,000.00	\$ 20,000.00	\$ 100,000.00	\$ 2,500.00
Amount funded by A-tax - all sources	\$ 15,000.00	\$ 40,000.00	\$ 200,000.00	\$ 2,500.00
Total attendance	2,000	10,000	40,000	500
Total number of tourists (non-residents)	1,000	2,000	30,000	50

% of budget funded by total A-tax	15%	40%	10%	10%
% of tourists attending	50%	20%	75%	10%
City A-tax amount per tourist	\$ 10.00	\$ 10.00	\$ 3.33	\$ 50.00

# SECTION V: MARKETING OR MEDIA INFORMATION

☐ This section is designed to document the marketing and promotional activities conducted for the project/event or facility. We will use this section to assess your efforts to impact tourism, regardless of the actual tourism attendance reported in the previous section.

☐ 2 Parts

☐ Advertising

☐ Web Analytics

# ADVERTISING

☐ Type-TV, Radio, print

☐ Exposure/audience

☐ Include all, regardless of whether paid  
with A-Tax funds



# WEB ANALYTICS


- ❑ Is required for 2016 application.

- ❑ Ideally, have one year's worth of data.

- ❑ If not, provide what you have, but be sure to specify what period of time is covered.

# WEB ANALYTICS

## □ **Web Analytics:**

- Is the process of analyzing the behavior of visitors to a Web site
  - The analysis can include determining the likelihood that a given customer will repurchase a product after having purchased in the past
  - Personalizing the site to customers who visit it repeatedly
  - Observing the geographic regions from which the most and the least customers visit the site and purchase specific products
- 

# CONTACT INFORMATION

## Cherrie-Ann Caton

- E-Mail Address : [catonc@charleston-sc.gov](mailto:catonc@charleston-sc.gov)
- Phone: (843) 965-4055

## Kathy Mercer

- E-Mail Address : [mercerk@charleston-sc.gov](mailto:mercerk@charleston-sc.gov)
- Phone: (843) 724-3715